

**Appendix F-1**  
**National Dairy Promotion and Research Board**  
**and Dairy Management Inc.**  
**Contracts Reviewed by USDA, 2004**

**Advertising and Marketing Services**

**Affina Corporation**–Real Seal<sup>®</sup> Certification Program

**American School Food Service Association**–School Foodservice Publications; School Milk Pilot Consulting Services

**Broadcast Traffic and Residuals, Inc.**–Fluid Milk and Cheese Broadcast Materials and Talent Activities

**Campbell Mithun (Lowe Worldwide)**–Advertising Services; National Accounts–Milk and Cheese Foodservice Activities; Promotion Activities

**DDB Worldwide Communications Group**–Media Planning Services; 3-A-Day of Dairy Creative Advertising

**Dairy Farmers, Inc.**–Professional Services

**Flair Communications Agency**–Fluid Milk Sales Promotion Activities; McDonald’s Promotion Activities

**General Mills Marketing**–41st Pillsbury Bake-off Contest; Print Media Buying

**Inland Printing Company, Inc.**–Milk Merchandise Material Production and Distribution; Warehousing and Production of Creative Materials; and DMI Materials Website Maintenance

**J. Brown and Associates**–DMI Cheese Co-Marketing Program

**Kellogg’s USA, Inc.**–NASCAR Sponsorship; Joint Milk and Cereal Promotion Activities

**McDonald’s Corporation**–Happy Meal Promotion

**Media Management Services**–School Marketing Strategic Planning; International School Milk Conference Planning; NFL Support Activities

**Media Vest Worldwide**–3-A-Day Advertising Services

**Midwest Dairy Association**–National Retail Account Services

**NFL Properties, LLC**–Promotional Activities; Logo Usage Rights

**Olson Communications**–School Foodservice Merchandising Materials; Mealtime Sampler Activities; Milk Vending Promotion Kits; School Cafeteria Promotion Activities; Foodservice Program Activities; School Marketing Promotion Activities

**School Foodservice and Nutrition**–Nutrition Magazine Inserts

**Slack Barshinger and Partners**–Integrated Marketing Communications

**Team Services, LLC**–NFL and Sports Marketing Services

**WebMD**–3-A-Day Weight Loss Activities (Web-based)

**Wendy’s International**–Plastic Milk Container Tests; Kids Meal Promotion

**Wisconsin Milk Marketing Board**–National Butter Program

## Appendix F-1, continued

### Public Relations and Nutrition Education

**Association Partners Plus**—Communications and Cooperative Education Projects  
**Association of School Business Officials International**—School Nutrition Environment  
**Cardan Company**—Grade 2 Nutrition Education Programs  
**Child Nutrition Foundation**—School Foodservice Program Activities  
**Cleveland Dovington Partners, Inc.**—Information Technology Services and Consulting; Web site development (Intranet)  
**Dairy Farmers, Inc.**—Communication Activities  
**Destination Imagination, Inc.**—Destination Imagination Sponsorship; 3-A-Day of Dairy Improvement Challenge  
**Edelman Public Relations Worldwide**—Web site [www.dairynutrition.com](http://www.dairynutrition.com) Maintenance; DMI Health Professional Public Relations Program; Dairy First Program; Dairy Spokesperson Network, Nutrition Communications Program; Food Guide Pyramid/Dietary Guidelines Counsel; Food Marketing Institute Project; 3-A-Day Web Marketing Program; DMI Dairy Image Program; Whey Protein Project; Centers of Influence; Healthy Weight with Dairy Activities  
**Fleishman Hillard**—Reputation Management Program  
**Food, Research, and Action Center**—After School Nutrition Program Brochure Development  
**The Fratelli Group**—Healthy School Environment Initiative; Food Guide Pyramid/Dietary Guidelines Support; Dairy Image Protection  
**Health and Nutrition Network**—Public Relations Activities  
**Healthy Schools, Inc.**—Action For Healthy Kids Sponsorship  
**I-Site Web Design**—[www.nutritionexplorations.com](http://www.nutritionexplorations.com) and [www.nationaldairycouncil.org](http://www.nationaldairycouncil.org)  
**Image Base Corporation**—Video News Release Production; International School Milk Conference Services  
**Integer Group**—Dairy Industry Communications Program  
**J.M. Smucker**—Return to School Promotion Activities  
**Jack Morton Worldwide**—[www.3aday.org](http://www.3aday.org), [www.healthyweightwithdairy.com](http://www.healthyweightwithdairy.com), and [www.ilovecheese.com](http://www.ilovecheese.com) Web site Design  
**Jerry Dryer Group**—Dairy Issues Management  
**Media Management Services**—Pyramid Café/Pyramid Explorations Newsletter  
**National Dairy Shrine**—Dairy Scholarship Program  
**National School Board Association**—Marketing Partnership  
**Osborn and Barr**—Communications; Industry Relations Consulting Project  
**Results Direct**—DMI Website Activities  
**Weber Shandwick, Inc.**—Reputation and Issues Management; Crisis Preparedness Program; Responsible Production Program; Dairy Image/Dairy Confidence Program Activities; Retail Service Team Activities; WMMB Crisis Training

## Appendix F-1, continued

### Export

**American-Mexican Marketing**–Mexican Market Representation and Program Activities; Mexican Trade Show and Cheese Promotion Activities

**Another Color, Inc.**–Development and Design of USDEC Publications

**Arab Marketing Finance**–Middle East Market Representation and Program Activities

**Contacts International Consulting, Ltd.**–South American Market Representation and Program Activities

**Dairymark.com**–Whey Permeate Product Supplier Study; Global Strategic Plan for Dairy Research; Global Dairy Industry Patent Review Series

**Foodtrends**–Production of Training Manual and Video for Caribbean Deli Program

**Functional Ingredients Research, Inc.**–Korean Whey Nutrient-Marketing Conference and Trade Mission

**GVI Productions**–Development and Production of Promotion Video

**The Garrison Group**–Consulting, Editorial, and Promotional Services

**Global Trade Information Services**–Purchase of *World Trade Atlas*

**Grassland Media**–Production of Deli Training Video

**International Dairy Foods Association**–Update of USDEC Export Manuals

**International Trade Services**–Update of USDEC’s International Reference Manuals

**IntNet**–Korean Market Representation and Program Activities; Cheese Seminar Activities

**Jerry Dryer Group**–USDEC International Communications Activities

**Landell Mills**–Update of Global Dairy Blends Study; Central America Dairy Market Study; Canada/USA Dairy Trade Analysis; Market Study for Dairy Products in Korea; Opportunities Study for Dairy Nutraceuticals; Multinational Ingredient User Dossier

**Levitt Communication**–International Consulting Services

**Mistral Group, Ltd.**–European Market Representation and Program Activities

**National Milk Producers Federation**–Global Research Activities; Farm to Consumer Program Activities

**PR Consultants**–Chinese Market Representation and Program Activities

**Pacrim Associates**–Southeast Asian Market Representation and Program Activities

**Patricia R. Fuchs & Associates**–USDEC Print Project Management

**Promar International**–Study of Deli Products in Central America

**Results Direct**–USDEC Web site Activities

**Stanton, Emms, and Sia**–Study of Markets for Dairy Products in Vietnam

**TCE Consulting Group**–Food and Nutrition Conference Activities

**Uniflex Marketing**–Japanese Market Representation and Program Activities; Japanese Dry Ingredients Program

**World Perspectives**–Market Research for Cheese in the Foodservice Sector in the Caribbean

## Appendix F-1, continued

### Market and Economic Research

**Academic Network**—Food Guide Pyramid Strategic Counseling  
**ARS Group**—Print Advertising Evaluation  
**Beverage Marketing Corporation of New York**—Evaluation of the Effectiveness of Generic Milk Programs; School Milk Promotional Test Consulting Services  
**Burrelle's Newsclip Analysis Service**—Media Monitoring and Analysis  
**CFE Solutions, Inc.**—School Milk Pilot Consulting/Milk Consumption Research Activities; Healthy Schools, Inc., Consulting Services  
**C & R Research**—Educational Materials Research Evaluation  
**CY Research, Inc.**—Milk and Cheese Creative Testing; Dairy Weight Loss Research Awareness  
**Container Recycling Service**—School Recycling Project  
**Custom Research, Inc.**—Cheese and 3-A-Day Advertising Campaign Impact Assessment; Health Professional Dairy Nutrition Tracking Study  
**Datacore Marketing**—Database Management and Consulting  
**Doyle Research Associates**—Web Site Usability Qualitative Research; Business to Business Qualitative Research; Chocolate/White Milk Qualitative Research  
**Focus Management Services**—U.S. Milk Industry School Audit  
**Fresh Look Marketing Group**—Top-line Random Weight Cheese Data  
**GFK Custom Research**—Kids Milk Tracking Study; Health Professional Tracking Study  
**Harris Interactive, Inc.**—Nutrition Education Programs for Elementary Student, Pre-test  
**Information Resources, Inc.**—Milk and Cheese Category Volume Reports  
**K.A. Enterprise**—African American Usage, Attitudes, and Associations with Dairy Products  
**KRC Research**—3-A-Day Tracking Survey  
**Knowledge Networks**—NASCAR Promotion Awareness Research; Fluid Milk Advertising Tracking Research/Mom's Tracking Study  
**MSW**—3-A-Day Weight Loss Advertising Test; Kids Milk Television Test; Advertising Focus Group Analysis  
**MangoLogic**—Online Consumer Surveys  
**Marketecture**—Attitudes and Usage Trends Study Analysis; Tracking Activities of Public Opinion Toward Dairy Products and the Dairy Industry (Issues Tracker)  
**Marketing Concepts**—Product Innovation and Research Program  
**Marketing Management**—Marketing Mix Analysis of Cheese and Yogurt Categories  
**Maskowitz-Jacobs**—Consumer Interviews on Milk and Soy Preferences  
**Mintel International Group**—New Products Database and Market Intelligence Reports  
**National Medical Association**—Role of Dairy in the African American Diet  
**National Milk Producers Federation**—Domestic Research Program Activities/Animal Health and Welfare Issues Activities  
**NFO Research**—Purchase and Analysis of Marketing Data; Consumer Interest Assessment in Dairy Products Enhanced with Nutraceuticals

## **Appendix F-1, continued**

### **Market and Economic Research, continued**

**NPD Group**—Cheese Consumption Tracking Activity; CREST Foodservice Data; Eating Patterns Data Report; Food Safety and Dieting Monitor Report; Eating Trends and Beverage Study; Breakfast in America Report; Lactose Intolerance Survey; Food World Subscription

**Prime Consulting Group**—Retail Innovation Study Results Workshop

**Promar International**—School Milk Analysis and Consultation

**Promata-Leemiss Services**—Online Advertising Activity Data

**Pursuant, Inc.**—Milk-Producing Livestock Cloning/Dairy Consumption Research; Obesity and Healthcare Research; Dairy Production Practices Attitude Research

**RSC-The Quality Measurement Co.**—3-A-Day Testing Activities

**Roper ASW**—Plate Waste Study; Student Surveys

**Sachs Marketing and Research**—Dairy Weight Loss Claims Study

**Spectra Marketing Systems**—Marketing Research Activities

**Summit Research, Inc.**—NFL After School Program

**Talent Partners**—Broadcast Traffic Services

**TDI Management**—Development and Implementation Planning Services

**Technomic**—Understanding Obesity and its Foodservice Impact

**Teri Gacek Associates**—Qualitative Market Research Assignments; Alternative Creative Approaches

**The Travis Company**—NDC Promotional Kit Evaluation Research

**Trion Group LP**—School Milk Training Project

**Turover Straus Group**—Strategic Blueprint Development; Concept Development: Dairy-Based Salad Dressing and Spreads

**Upshot Corporation**—Sales Force Outreach and Data Delivery System

**Western Wats**—School Vending Awareness and Usage Survey

**Widener-Burrows and Associates**—Qualitative Research for Chocolate Milk Program Analysis

**Wirthlin Worldwide**—Producer Communications Survey; Pyramid Education Program Research

**Appendix F-2**  
**National Fluid Milk Processor Promotion Board**  
**and International Dairy Foods Association**  
**Contracts Reviewed by USDA, 2004**

**Contractor and Initiatives**

**Susan Baker, M.D.**—Medical Advisory Board Member Services  
**Susan Barr, Ph.D.**—Medical Advisory Board Member Services  
**Robert P. Heaney, M.D.-Creighton University**—Medical Advisory Board Member Services  
**James O. Hill, Ph.D.**—Medical Advisory Board Member Services  
**Rachel Johnson, Ph.D., R.D.**—Medical Advisory Board Member Services  
**Jeanette M. Newton-Keith, M.D.**—Medical Advisory Board Member Services  
**Ronald M. Krauss, M.D.**—Medical Advisory Board Member Services  
**American Heart Association**—Certification Mark Licensing Agreement; Product Nomenclature  
**Annie Leibovitz**—Photography Services  
**Bachtelle and Associates**—Consulting Services and Vending Seminars  
**Beverage Marketing Corporation of New York**—Consulting/Competitive Strategy Development  
**Blueprint Communications**—Media Buy Performance Analysis  
**BSMG Worldwide**—Public Relations Services  
**Centiv, Inc.**—Customer Services  
**Data Development Corporation**—Market Research  
**Diagonostic Research**—Market Research: Chocolate Milk Television Advertisements  
**Draft, Inc.**—Promotional Marketing Services  
**ECI Communications**—Marketing Video, Presentation, and Brochure  
**Environ International Corporation**—Consulting Services and Research  
**Forecasting and Business Analytics, LLC**—Literature Review - Fluid Milk Products  
**Herbein Company**—Analysis of School Milk Pilot Test Report  
**Information Resources, Inc.**—Market Analysis  
**Inland Printing**—Customer Service Activities  
**J. Heimbach, LLC**—Development of Nutrition Marketing Manual  
**Kelly C. Fisher**—Consulting Services  
**Knowledge Networks**—Data testing  
**Look Look**—On-line Surveys  
**Lowe Worldwide**—Advertising Services  
**Menendez International**—Hispanic Market Research  
**Outloud**—Marketing Communications  
**Potomac Digitek**—[www.Milkplan.org](http://www.Milkplan.org) Web site Services  
**Prime Consulting Group**—Consulting Services, Survey Analysis; Promotion Assessments



## **Appendix F-2, continued**

**Publicidad Siboney**—Hispanic Marketing Program  
**Snyder, Cohn, Collyer, Hamilton & Associates, P.C.**—Audit Services  
**Taylor Nelson Sofres**—Hispanic Consumer Market Research  
**Technomic, Inc.**—Marketing Study and Analysis  
**The Hale Group**—Research Services  
**Weber Shandwick, Inc.**—Public Relations Services  
**Widner Burrows**—Assessment of Dairy Attitudes on Weight Loss  
**Willard Bishop**—Consulting Services  
**Wirthlin Worldwide**—Assessment of Print and Television Milk Advertisements